

# QUILL





**HELICOPTER DROPS OIL EXPLORATION CREW** into rough California terrain where geologists will study surface rock structures in their never-ending search for oil. Despite long chances involved, U.S. oilmen last year found twice as much new oil as nation used.

## Biggest Search in History Pays Off For U. S. Oil Consumers

Last year oilmen found two barrels of new oil in the United States for every barrel the nation used, in spite of the tremendous odds against finding new sources of oil. As a result, the nation's known underground oil supplies are now at an all-time high—over four times what they were thirty years ago.

These record discoveries are remarkable when you consider the risks oilmen take in their search for oil. The odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Yet by drilling more wells in

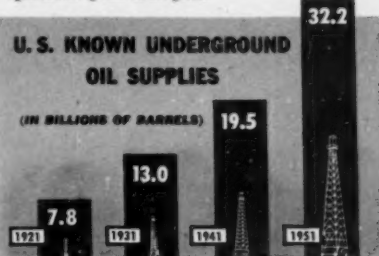
1951 than ever before, oilmen discovered a record amount of new oil to assure your future needs.

It is no accident that year after year America's thousands of privately-managed oil businesses find more oil in the U. S. than America uses. The odds against finding new sources of oil are great, but the men who compete in the search for oil are willing to accept these odds as long as the chance to stay in business by earning a fair profit exists.

This is America's competitive system at work—and a good example of how it benefits you and the nation.



**MINIATURE EARTHQUAKES** like this were set off by the hundreds of thousands last year to chart underground rock formations, permitting exploration crews to pinpoint likely oil drilling locations. Even using latest scientific equipment, odds against finding new oil are great.



**ENOUGH OIL FOR THE FUTURE?** This chart gives the answer. America's known underground oil supplies are increasing steadily though U. S. uses more oil every year. Ample oil supplies help make oil products a real bargain. Today's high quality gasoline costs about same as gasoline did in 1925—only taxes are higher. Yet 2 gallons now do work 3 used to do.

Oil Industry Information Committee

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

THE QUILL for July, 1952

## Bylines in This Issue

**N**EW coverage of earlier atomic detonations was relatively simple. Stories and pictures could be released after security review and transmitted by established channels. "Live" coverage, especially by television, presented far more complicated security and technical problems.

It was only late last March, after many conferences and tests by the Atomic Energy Commission and the Department of Defense, that the "go" signal was given. Live coverage was to be permitted of an explosion at the Nevada Proving Ground.

What happened between that date and the detonation and accompanying maneuvers that appeared on the nation's television screens April 22 is a fascinating story behind a story. It is the story of the struggle to establish the longest remote pickup in television history.

Television men know how Klaus Landsberg and his crew from KTLA set up the relays to flash the explosion across 277 miles of mountain and desert for country-wide transmission from Los Angeles. The *QUILL* asked **Charter Heslep**, AEC information official, to tell it for other readers in "It Couldn't Be Done—But T-V Men Did It" (page 7).

Charter is a veteran of 20 years of newspaper and radio news work who is now chief of the radio-visual branch of the AEC's public information service. He helped organize the elaborate coverage of the April 22 explosion for press, radio, movies and television.

Its planning, he writes, ranks in his own experience only behind that for coverage of the death of President Roosevelt and the 1948 Truman caravan (he traveled 26,000 miles on that one). He had handled these assignments as Washington manager of MBS.

A native of Richmond, Va., and a graduate of Richmond College, Charter spent twelve years as reporter, city and managing editor of the *Washington Daily News*. In 1940 he became night news editor of NBC in New York City. In 1942 he first entered government service as chief radio censor. He returned to radio news with MBS in 1944 where his other major assignments included the birth of the United Nations in San Francisco.

He has written a number of magazine articles, including a description

of radio's role in the event of attack on the United States in *The QUILL* for February, 1951. He collaborated with Fleet Admiral William D. Leahy on his memoirs, "I Was There," and with Senator Estes Kefauver in "20th Century Congress."

**I**N the June issue of *The QUILL*, one of the biggest of the many military publications was described in "The Whole Navy Reads 'All Hands'." In this issue, Lieutenant Colonel **Ralph E. Pearson** reports on the specialized magazine of one of the smaller armed services groups, the military police forces of the Army, Navy and Air Force.

"There's Always Room for a Good Formula" (page 5) is the story of the *Military Police Journal*. Starting from scratch last August, it passed the 13,000 mark in circulation in May and has money in the bank as the organ of the dues-supported Military Police Association.

The *Military Police Journal* is the brain child of its editor, Lieutenant Colonel Pearson who doubles as soldier by day and editor by night. After more than twenty years of newspaper and magazine work, as well as military public relations and organization, he returned to college to take a master's degree in journalism in 1949-50 (University of Missouri) and launched the *Military Police Association* and later its *Journal* in 1951.

A graduate of Denison University who reported on Ohio newspapers and was associate editor of such diverse publications as the *Beta Kappa Journal*, the *Armco Bulletin* and the *Arm-Co-Operator*, he became assistant public information officer of the 10th Infantry in 1927. He progressed to chief of the information office of the National Guard Bureau during the period when the Guard grew to more than 350,000.

He served on the city commission of Middletown, Ohio, in 1940-42. In 1945, "Task Force Pearson" of the 80th Division "liberated" the largest cache of Nazi-looted art at Alt Aussee, Austria. He is now chief of the Army Reserve and ROTC Affairs Department of the Provost Marshal General's School at Camp Gordon, Ga.

**N**EWSPAPERMEN are notoriously haphazard housekeepers who love to quote Mark Twain's theory that if you don't answer letters for six months, it is amazing how many never need an answer in the first place.

The editor of *The QUILL* read **Robert J. Baily's** manuscript of "A More Businesslike Editorial Office" (page 11), recalled the state in which he had left his own newspaper desk and decided to publish the article in the next issue.

This is Baily's second article in *The QUILL* this year. In the March issue, he suggested that small daily newspapers might well amend the classical definition of local news as names and more names to recognize that war and taxes and defense industry have made much global news "local" too. That article was written while the young newspaperman—he is 23—was doing a hitch in uniform.

He is out of service now and running the office of the Grand Haven, Mich., State Park while getting ready for a trip to Scandinavia with his Swedish wife. So he is temporarily looking at newspaper work as an office manager.

Before entering the service, he was telegraph editor of the *Fostoria* (Ohio) *Daily Review-Times*. He had previously been assistant to the editor of the *Chicago North Side News-papers*, a group of community weeklies. He is a graduate of the University of Chicago who took a master's degree in journalism at the University of Michigan.

**M**EMBERS of Congress, like other branches of government, have come to rely heavily on journalistically experienced aids in their contacts with the press, radio and television. Such assistants to members of the House of Representatives and the Senate are especially valuable in helping a lawmaker maintain his contacts with his constituents back home.

Their titles may range from "administrative assistant" to "press secretary" but their duties are varied and their opportunity to see how the governmental machinery operates can be valuable to a journalist. **W. E. O'Brien**, administrative assistant to Senator Karl E. Mundt, South Dakota Republican, discusses this journalistic specialty in "Journalists to Lawmakers" (page 6).

O'Brien is a former school teacher who went to Washington as secretary to Mundt when he was a member of the House. He has worked with him for thirteen years as congressman and senator.

Like many newspapermen, he says he has "grown up in the job," although he has supplemented his practical work with professional courses in journalism at the American University in the Capitol.

# THE QUILL

A Magazine for Journalists  
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Vol. XL

No. 7

## Telling the Big Truth

**W**RITING in the June issue of *The Quill*, Erwin D. Canham praised "voluntary private organization" as an effective tool of our free society. He felt that it was an important factor in our continuing democratic "revolution" that is too little understood in presenting the case for individual enterprise against the blatant claims for communism.

The editor of the *Christian Science Monitor* cited, as one example, the steady progress toward pooling of techniques in American industry. He recalled the day when a textile manufacturer in his native Maine would guard his factory gates against any intruder from a competitive mill. Today, he commented, a manufacturer who develops a new process "is likely to be reading a paper about it at the next meeting of his trade association."

This trend is certainly true of journalism, despite the fact that its mediums are also intensely competitive. The newspapers of America long ago voluntarily united in such organizations as the American Society of Newspaper Editors, the American Newspaper Publishers Association and numerous specialized and regional groups who meet to discuss their problems and exchange ideas for making their presentation of news more effective.

The newspaper organizations have their counterparts in radio and television and the trade press. These organizations have not only exchanged ideas and know-how. They have taken the lead in defending the freedom which makes their job possible. The ASNE has done an especially notable job in fighting officialdom, big and little, for freer access to information about the people's business.

**I**F this sort of voluntary private organization is a good thing at home, it follows that it ought to be a good thing internationally. I suspect that it has a better chance of contributing to genuine international understanding than the much overworked technique of propaganda under government control. My instinct is to put more trust in newspapers than in diplomats.

The American and the British press might profitably infect journalists of other free nations with some of the editorial and business enterprise and independence from government that have long characterized the newspapers of the English-speaking nations. The continental European and other presses undoubtedly have similar lessons to teach us.

Such cooperation is already taking place to a greater extent than most journalists realize. The recent sessions

of the young International Press Institute in Paris are an example. Next October the Inter-American Press Association will hold its eighth convention of North and South American journalists in Chicago.

Basil L. Walters, executive editor of the *Knight Newspapers*, was among the Americans who attended the IPI meeting in Paris. "Stuffy" Walters is a singularly hard-headed newspaperman who not only wants to know the score but usually also wants to know who did the scoring. His comments on the IPI sessions, written as a memorandum to editors using the *Chicago Daily News* foreign service, are illuminating.

He admitted that he had been skeptical of the degree of international cooperation possible among newspapermen at this time, despite the fact that he had served on the IPI American committee from its inception. But he went on to write:

"It was amazing to hear newspaper people from all parts of the free world express the same ideals and many of the same thoughts about trends in journalism that I have heard at ASNE and Inland Daily Press meetings. While Americans spoke their share, it was not an American dominated meeting.

"There was no fairy-eyed talk of world unity. I have a hunch, however, that the seed for better world understanding that dropped incidentally as men with mutual interests discussed ways and means to improve themselves and their products will develop into great oaks as the years go by."

**H**E found that newspapermen from many countries were thinking about ways not only to tell what is happening but what it means. Speaker after speaker, he reported, "raised the question of whether we must change our thinking about objective reporting. The 'news is news—comment is comment—never the twain shall meet' concept was challenged frequently."

As one newspaperman, I am glad to hear this. I fully appreciate the dangers of "interpretive reporting" in the wrong hands. It can help sustain the big lie of a Hitler or a Stalin. But interpretive reporting in the hands of responsible journalists free of governmental pressure is another matter. We need it, both to explain our free societies to our own people and to other peoples and to criticize them when they err.

The press of the free world is not in the unhappy position of having to interpret the big lie. It happens to have the big truth on its side. It needs only to be alert to realize fully what the big truth is and to learn how to tell it more effectively.

CARL R. KESLER

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# There's Always Room for A Readable Formula

By RALPH E. PEARSON

The Military Police Journal is published for one of the smaller uniformed groups. But it is paying its way and passed 13,000 circulation in less than a year.

**A**NOTHER professional publication was started less than a year ago. That normally would not be news, except to the printer, the engraver, the paper salesman and to the Post Office. But like *The State*, North Carolina magazine discussed in the December, 1951, issue of *The Quill*, this new publication, the *Military Police Journal*, represents a dream and is meeting with considerable success.

It proves, once again, that people in all walks of life hanker for news, particularly personal news about themselves and their friends, and news of their profession or job. That a publication edited for its readers will sell.

In 1888, the *Cavalry Journal* (now *Armor*) was started by the then three-year-old Cavalry Association. Since that time there have been many military associations organized and many military association publications, ranging from mimeographed sheets to elaborate "slicks." Some of these did not pay their way, generally because they were started at a pace not warranted by early support. A few good ones continue through the years.

One of the smallest military groups, in spite of what you veterans may think, is the Military Police Corps. It did not become a permanent branch of the Army until July, 1950.

Several years prior to 1950, the corps had had various kinds of news letters and about ten years ago a small magazine publication as a training bulletin. But official publications were normally restricted to a format and style that prevented personal news and the kind of writing that would hold the interest of the average member of the corps.

Members of the corps had worked for years to establish a separate corps and to win for its officers and men a definite niche in the big Army organization. Normally in the old days men were simply detailed as MPs and there was no thought of special training for the job that brings them in

regular contact with the public and members of the service. Plans had also been considered many times for organizing an association. Somehow the idea just didn't jell.

In 1947 I was asked to help with the then *Provost Marshal General's News Letter*, a mimeographed publication which, because of the limitation of funds, reached only the key people of a world-wide organization and had little, if any, distribution to the important Reserve and National Guard groups. It was not set up to reach members of other services, although they, too, have the same police problems, often in the same areas.

It was then, too, that we started dreaming of ways to finance an unofficial publication that would keep members of the corps informed—not only about technical matters—doctrine, policy, etc.—but also bring them closer together and help in the program of the Provost Marshal General of the Army to build a better corps of officers and men specially trained for a professional job.

**H**AVING started working on a small weekly in 1919 and having been exposed to campus journalism and classroom instruction, I decided to fulfill a lifelong ambition—to go back to college after twenty-two years, and get my A.M. in Journalism—and to use the period to do my thesis on "The Need for a Military Police Association and Publication and the Promotion of such a Project." I went to the University of Missouri for the year of study.

As a basis for the study, I sent questionnaires to several hundred MP officers—from second lieutenant to major general—of the Regular Army, National Guard, Organized Reserve, and the U. S. Air Force. I also secured data and publications from the Navy. From the big majority of those questioned came the same answer.

They wanted an association and a publication; they believed that these could be financed, and they set forth, in answer to specific questions, ex-



Lieutenant Colonel Ralph E. Pearson, who edits the *Military Police Journal*, describes himself as army officer by day and editor by night.

actly what they wanted to read in such a publication. They all expressed the opinion that there was little for them about their own work in the publications then available.

With this data, I moved to Camp Gordon with the blessings of Dean Frank L. Mott of Missouri. However, I think the dean was still a little skeptical, in spite of my enthusiasm, about the study ever being put into use. Camp Gordon is now the home of the Provost Marshal General Center. The then commander, Colonel F. E. Howard, who had played an important part in securing the permanent corps, and had been sold on the idea from the start and fronted for the idea.

With the ammunition I had collected for my thesis, the colonel and

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W. E. O'Brien, administrative assistant to Senator Karl E. Mundt of South Dakota, appears with the senator as he does his weekly broadcast, "Your Washington and You on the Air," for home state stations. This is one of the journalistic tasks in which the author and others serve an increasing number of federal legislators.

## Journalists to Lawmakers—By W. E. O'BRIEN

**D**URING the past ten years there has been a sudden increase in the number of journalists employed in the offices of United States senators and members of the House of Representatives. Changing conditions have made it highly important for a member of Congress to have at least one member of his staff trained to write news stories and to handle public relations work.

Nine of the eleven members of the House from Indiana, for example, have former newspapermen as secretaries. Almost without exception, members of the Senate have one man designated to handle news stories, and some of them have one or two others trained in public relations or other communications work on the pay-roll.

Some of these are the administrative assistants. Others are called press secretaries. Bringing journalists into Congressional offices pays dividends both for the member of Congress and his constituents.

The benefits to the member of Congress are easily discerned. In the

struggle for news space in the American press, and as news competition with world events sharpens, staying in the public notice becomes increasingly difficult.

Men in the legislative branch of our government are finding it necessary to improve their contacts with the press and radio and to explore other avenues of publicity. Most of them are not newsmen. In helping to make history, they do not have time or know how to get it recorded.

**T**HERE are 435 members of the House of Representatives and ninety-six senators. Only a fraction of this number make news whenever they make a speech or public comment. The rest must make special efforts to have their opinions noted even in their home states or the narrow borders of a Congressional district.

On every roll-call, there are as many reasons for each vote being cast yea or nay as there are members of Congress. Without some medium for getting the reason for his vote

before the people of his state, a Congressman may find a widening gulf between himself and his constituents.

A newsmen, working in a Congressional office, can bring a special service not only to his employer, but also to the people of his state. Just as it is helpful to the member to have his views made known to his constituents, it is likewise beneficial to bring background material and special information to the voters.

Almost daily, somewhere in government some action is taken which is of direct interest to the people of a state, county or a town. Newsmen in Congressional offices are quick to note this and to report it. Information such as this often would not reach the home folks unless the federal action were of some magnitude.

A natural question arises: Why not depend on the wire services to do the job? Most Washington correspondents are mighty busy people. They cover hearings, both in Congress and in

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# It Couldn't Be Done—But T-V Men Did It

Here is the story of the first live televising of an atomic detonation. In sixteen days, they spanned 277 miles with four mountain-to-mountain relays.

By **CHARTER HESLEP**

*"The movie films of earlier atomic tests were better by far than the telecast of the super blast on Yucca Flat. . . . Yet there was something about being in the physical, momentary presence of the explosion that made the scene . . . more impressive than any viewing . . . after the fact."*

*"Here was the atom bomb going off right before your eyes. It was not a historical document. It was a living event."—Dayton (Ohio) News.*

**T**HE heartaches, backaches, raw courage and technical trail blazing that lie behind this "living event" will make a bright chapter in television history. The telecast from News Nob, Nev., that millions saw on the morning of April 22, 1952, was the answer to many—including some top television experts—who had said it couldn't be done in the time available.

The "impossible" was the putting together in sixteen days of what is believed to be the longest television remote pickup ever attempted—277 air miles over snow-capped mountains and hot deserts of Nevada and California. It is a story of faith in himself and his coworkers of a single man. That man is Klaus Landsberg, 35-year-old vice president and general manager of Station KTLA, Los Angeles.

The story begins on March 28. At 4:30 p.m. the Atomic Energy Commission telephoned the TV and radio networks that there would be an "open atomic detonation" at the Nevada Proving Grounds in the third week in April and that there was no objection to live broadcasting and live televising. It had taken a lot of study and actual tests to make sure that no restricted data would be made available to unfriendly eyes and ears.

Landsberg had opened KTLA at 5 a.m. in February, 1951, to televise from Mt. Wilson—some 200 air miles distant—one of the early Nevada detonations. He was included in the network telephone call as a representative of the independent stations in Los Angeles. The network chiefs

promptly named him to get costs and feasibility reports.

A meeting was set for April 1 in Chicago where the convention of the National Association of Radio and Television Broadcasters would be in progress. As radio-television liaison man in the AEC public information service and assistant project officer in charge of media communications for the open shot, the writer was the AEC contact with the group.

**S**EVERAL handicaps were obvious. The AEC uses dozens of frequencies in these tests. No medium could use one that would interfere. This automatically barred the use of about 70 per cent of the field equipment licensed to radio and television by the Federal Communications Commission. Furthermore, an electric razor once almost delayed a shot. So, a "dress rehearsal" would have to be held before shot day.

The telephone company was pessimistic, talking about ten to twelve relays and about \$60,000 to \$70,000 for its end of the work. This was a lot of money and the AEC had turned down a request for sponsorship. The networks were hesitant. At the end of the Chicago meeting, it was plain that if there was to be a live telecast of an atomic bomb, it would be up to Klaus Landsberg and KTLA.

The telephone company's final

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Behind the nationwide interest in the first live televising of an atomic explosion lay another story. This was the heart-breaking but technically brilliant setting up of the longest remote pickup ever attempted. Television men who knew its details suggested that *The Quill* ask Charter Heslep to tell it for other readers. Mr. Heslep, as radio-television chief of the AEC's public information service, was an on-the-spot witness of the courage and ingenuity of television technicians led by Klaus Landsberg, general manager of Los Angeles' KTLA.

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"No" came late April 3. By then, I was at Camp Mercury, the construction camp about sixty-five miles northwest of Las Vegas which serves the proving grounds. Dr. Jack C. Clark, deputy scientific director of the AEC test organization, set early Sunday morning, April 20, as the date of the frequency test. This meant that KTLA had just sixteen days to set up the relay from Yucca Flat to Mt. Wilson.

Landsberg called April 4 to say that his boss, Paul Raibourn, had approved a gamble on the attempt. It might cost KTLA \$40,000 and if there was no show, all that would be lost.

By that night, he had his first relay point. It was in eight feet of snow at an 8500-foot level on San Antonio Mountain, above Wrightwood, Calif., and twenty-eight miles from the TV transmitters on top of 6000-foot Mt. Wilson at Los Angeles.

**T**HE several thousand pounds of equipment were hauled up, the snow packed down to make a firm base and the big aluminum parabolas, called "dishes," were ready for testing. These huge discs focus the TV signal. Normally, the receiving dish at one point must be in line-of-sight with the sending parabola at the next relay.

Signal strength is measured in microamperes. Usually with walkie-talkies on long remotes, engineers call out the "microamp" measurements from one point to another until the dishes are adjusted. It sometimes takes hours of patient nudging a six- or eight-foot parabola a fraction of a degree up or down, right or left, to get relay working at full strength.

Landsberg had his dish on San Antonio sending a beam to Mt. Wilson by 1 a.m. April 5. By that night, things were looking good. A spot was picked on News Nob for the mobile unit from which the actual news coverage would be directed.

Land lines for voice and cue channels from the Nob to Los Angeles were ordered. A location was fixed near the AEC Control Point, nerve center of the Nevada Proving Grounds sitting right in 4200-foot



Mt.X (it had no other name) was a vital relay point but it took a Marine helicopter to reach it. Here a huge aluminum parabola or "dish" which focuses the T-V signals is loaded. Helping carry the dish are Klaus Landsberg (in white trousers), leader of the crew, and his chief engineer, Raymond Moore (behind Landsberg).



The Marines have landed. This Sikorski which flew 12,000 pounds of television gear to the 6,500 foot top of Mt.X. Some of the relay equipment, including the big dish in the preceding picture, has been landed.

Yucca Pass, for the relay that would start the picture on its way.

Landsberg was told he could get up above the AEC radio relay station on a 9000-foot peak in the Charleston Range—forty-two miles from Yucca Pass—the range from which previous filming and recording had been done. This mountain mass reaches up almost 11,000 feet and it was planned to detour around it by way of Las Vegas.

**W**E warned about the shock wave from the detonation. It might be strong enough to knock the dish at Control Point out of line-of-sight. Landsberg decided to put two cameras on Charleston with orders to feed the system whenever there was no picture from News Nob. The big problem now was to cut down the number of relays. There were only fourteen days left.

Studying his maps, the KTLA chief came up with a daring plan. If he could get up high enough somewhere below Las Vegas, he would try a 140-mile hop to San Antonio Mountain. This was a tremendous gamble. Equipment was warranted to take a signal only forty miles! Clark Mountain, elevation 9000 feet and sixty miles below Las Vegas, was a candidate.

We spent all day April 6, climbing around the base of this mountain in a power truck. We were looking for an accessible shelf big enough to install a relay station. No luck. We parted about dusk and I did not hear from Landsberg for two days.

Wednesday night, April 9, with only ten days left, a jubilant Landsberg called Camp Mercury. He had found a mountain with three humps on its crest, one of which looked like "it." It wasn't shown on the maps so we began calling it Mt. X. It was about 6500 feet. The only way to get there was by helicopter. The Marines had two giant Sikorsky HRS-1's and were willing to try although the ma-

chines had never been higher than 5000 feet. What was needed was authority from the Pentagon.

A call went to Lee Hargus, deputy information director for the Department of Defense. The challenge appealed to him as it had to the Marines. He got the necessary approvals. By noon, April 11, the Marine whirleys had landed 12,000 pounds of gear and four men, including Landsberg, on Mt. X. Some of the stuff, like the eight-foot dish, had to be tied on with ropes. It took twenty-four flights.

In an amazingly short time, the KTLA crew had contact with Mt. San Antonio—140 miles away. The relay worked. The rest looked easy. That's the way Landsberg felt when he called about midnight.

### The Longest Television Remote

Point	Elevation of Relay	Miles
Yucca Pass on Test Site	4,200	
Charleston Range peak	9,000	42
Mt. X. (below Las Vegas)	6,300	67
Mt. San Antonio	8,500	140
Mt. Wilson transmitters	6,000	28

Total: Four relays spanning 277 miles.

**A** CALL reached me at Control Point on Saturday. It was the KTLA director sadly reporting that after a good signal all night, the 140-mile relay faded about 7:30 a.m. He thought it due to turbulence over the desert. Could the AEC put back the shot to 7:00 a.m.? (It was scheduled for 9:30 a.m.).

By now, interest in the live television project was high in Camp Mercury. In the mess hall, scientists, technicians, clerks and laborers would ask: "It he going to make it?"





HRS-1 is one of a pair of receiving stations and four men to the station equipment, like to be tied on with rope.



The signal-focusing parabola is open for business on Mt. X. Each receiving disc has to be in exact line of sight with the sending parabola at the next relay point. Later the Mt. X dish was shifted to use a "hole" in another mountain range and shorten the relays by more than 100 miles. In this picture, from the left, are Landsberg, John Polich and Charles Theodore (with his back to the camera).

Dr. Clark and his associates actually considered changing the time. However, scientific needs and military logistics involved in moving in 1500 troops dictated a reluctant "No."

Informed of the decision, Landsberg was silent a moment. Then he said: "Well, Charter. If that is the way it has to be, I'll have to do some more figuring. He had seven days.

I next heard from him on April 15. The trouble on the long jump was solved. It was working fine. The next relay—on Stone Mountain some forty miles north of Mt. X and just below Las Vegas—was in operation. Maps showed line-of-sight from Stone to the peak on Charleston Range—a sixty-mile jump. This would complete the relay system. The crew on Stone was to start flashing a light five times a minute at 10 p.m. for lining up with Charleston.

Landsberg, his durable 51-year-old chief engineer, Raymond "Pappy" Moore, and I reached Angel Peak on Charleston Range about 11 p.m. A full moon lighted the country for miles. One could pick out the lights of each gambling casino and resort hotel at Las Vegas. Other lights outlined Nellis Air Force Base north of Vegas. Tens of thousands of lights were visible—but no light on Stone Mountain. A ranger with us had the

answer. A ridge—again not shown on the map—blocked line-of-sight. And only four days left.

"Looks like we'll have to put in a relay at Nellis Base," said the TV chief wearily as he peered from the darkened radio shack. He was running out of time, men and equipment. His crews were tired. At 11 a.m. the next day he called to get clearance into the air base.

Hargus, in Las Vegas now, got the KTLA crew in there in exactly eleven minutes. By 3 p.m., the relay was set up and Landsberg, at Nellis Base, was "calling numbers" over walkie-talkies to both Charleston and Stone. His relay system now stretched almost 400 miles.

**B**UT it was working. Ray Moore called me from Charleston about 4 p.m. to report they had a signal all the way to Los Angeles and would start testing pictures the next day. Then came a big break for KTLA. Moore called Landsberg at Nellis to say he thought he could see Mt. X from his Charleston peak.

That sounded impossible. It meant "finding a hole" in the forboding 11,000 foot Charleston Range. If true, two relays could be dropped and the total haul reduced to 277 miles. They decided to use a light test as soon

as it was dark. At first, it looked like "Pappy" must have seen a mirage.

But Landsberg had his man on Mt. X move the light over to the next hump. That did it. Tired men lugged the dish over to that hump and—almost instantly—a powerful beam came in from Charleston. They patched between the humps on Mt. X with coaxial cable and worked until the signal was good to Los Angeles.

Thursday, April 17, the "reserve" cameras set up on Charleston and by 2 a.m. Friday, a good quality picture was going from there to the KTLA studio. Up to now, the testing had been without cameras. Although only two days remained before a test with the AEC, the worst seemed over.

The KTLA crew and mobile reached the test site Friday afternoon and trouble developed on the last leg. They couldn't get the dish at Control Point to line up with Charleston Range. The 7,000 megacycle band—the only one KTLA could use on the proving grounds—was having trouble getting through a tiny break in the intervening mountains, a "saddle" that was only 150 feet wide.

Saturday morning—the last day before frequency testing—Landsberg was still patiently "calling the numbers" but he had to wait his turn on the AEC radiophone and time was



Last minute instructions are given from News Nob, Nev., shortly before the first atomic explosion to be pictured by live television. Shown are Gordon Dean (left), chairman of the Atomic Energy Commission, and Charter Heslep.

running out fast. I served as a human relay, taking numbers from Moore on a direct circuit within Control Point and relaying them via walkie-talkie to Landsberg.

A combination land and radio link was worked out to give him a closed circuit. It had one drawback. All AEC radio shuts down fifteen minutes before a shot and the TV director would not be able to talk to his cameras on the Charleston peak during that period.

About 3 p.m., the last relay cleared up. The truck supporting the dish was parked precariously on a concrete apron of an AEC building. It was staked down to be braced for the shock wave as was the mobile unit on News Nob. The land voice circuits direct from the field transmitter to the Los Angeles studio were in and working.

By 6 p.m.—fifteen hours ahead of the frequency test—Landsberg had a picture and sound from News Nob to Los Angeles. He had done the "impossible" in the sixteen days available. Everyone relaxed and went

into Las Vegas Saturday night to meet the announcers and newsmen to plan the Tuesday coverage.

**T**HREE things happened in the next four hours. A sandstorm ripped through Yucca Flat. A blizzard swept in on the peak on Charleston Range. Heavy snow began falling on San Antonio Mountain. By 11 p.m., the entire relay system was useless. The crews were dangerously close to exhaustion. But they went back to their posts and by 6 a.m. Sunday morning, all was well again.

Three hours later, Dr. Clark telephoned News Nob with details of the dress rehearsal. It would start at 9:30. All radio equipment used by the AEC in a bomb drop would start transmitting. The television system as well as the Signal Corps array of radio teletypes (for the press) must be in full operation at that time.

The crucial hour passed tensely but quietly as more than 100 transmitters bounced radio signals all over the atmosphere. At 10:35, Dr. Clark telephoned: "O.K. on television."

Equally important, the AEC networks were not interfering with T-V reception in Los Angeles. The picture and voice were good.

The system worked well all day Monday. A live buildup telecast—the first in Nevada—from the El Cortez Hotel in Las Vegas went off well. Los Angeles reported the pictures were almost studio quality.

I had just gotten to sleep in my Camp Mercury bunk about midnight when an AEC security inspector flashed a light in my face. Landsberg and his men were at the entrance gate to the test site and their passes weren't good until 7:00 a.m. I threw a coat over my pajamas, drove five miles to the pass gate and vouched for nine weary men.

KTLA began sending a show to Los Angeles at 8:30. The networks were to start taking the coverage at 9 a.m. Success seemed assured.

At 8:30, a transformer went out on Charleston, knocking out Landsberg's communication with Moore and cameras there. Then, about 9:20, the big AEC generator feeding power to TV blew out its thermostat. By the time a spare generator was cut in, the delicate TV gear had cooled off. In warming up, it got out of synchronization with the dish on Charleston.

Landsberg could thank his lucky stars for those cameras on Charleston. They carried the show from 9:05 with the commentators on News Nob "playing by ear." They had no idea what was on the cameras. The dramatic counting off of the final seconds built up the suspense as Landsberg and Moore worked madly—without being able to talk to each other—to get back in "sync."

**Z**ero Hour—9:30—on the nose. Those first precious seconds as the fireball burst were caught by the cameras forty-two miles away. Then about ten seconds after the detonation, Landsberg came in from News Nob with good shots of the cloud forming. Interviews followed with switches to the beautiful cloud.

The networks dropped out at 10 a.m., thus missing the troop action, the fires that became visible in the target area as the haze cleared and the dramatic arrival in a helicopter at News Nob of an Army general—all caught on the KTLA cameras.

Landsberg fed a varied show until 11:31 a.m. The hastily set up 277-mile relay system, in three hours of telecasting, had brought this "living event" into millions of American homes. Radio did not attempt any live coverage so it was an all-TV show. Landsberg had made television history.

*Cluttered editorial desks and untidy files are part of newspaper legend. There is so little time! But dividends in goodwill and efficiency might result from*

## A More Businesslike Editorial Office

By ROBERT J. BAILYN

**S**AYS the city editor: "I'll see if we have the picture and call you back in a few minutes." Three hours later every drawer is out of the file cabinet, the floor is cluttered with pictures, and the city editor tells the copy girl to forget about it.

That's a not uncommon scene in newspaper offices everywhere. The common belief has it that newspaper offices are notoriously and constantly in an unholy mess. And not without reason despite exceptions.

Newspapermen are supposed to be too busy to straighten their desks, answer letters, or file anything in a place where it can be found. And in quite a number of editorial rooms the scraps of paper, clippings, pictures and other items piled on desks, slapped on paper hooks, and scattered about the floor would bear telling testimony to the supposition.

In many newspaper plants the practices in the editorial office in this regard are in direct contrast to that of the business and circulation offices. Apparently the editorial room is not in business too.

But efficient office procedures in the news room pay off in the time saved by the staff in hunting. Further they pay off in public relations, and the attitudes created in readers' minds.

Some people think it is romantic to be sloppy and inefficient. They kid about all the fun it is to hunt hours for things. They laugh about all the letters they haven't answered for months. And they seem actually proud of the fact that they can never find anything.

But I daresay the man who writes a letter and never gets an answer is not amused. Nor can the visitor to a sloppy editorial room emerge with anything but sympathy for the harried newsman, and a stronger resolve to see that his own office is neat.

I have no bone to pick with the man who really knows what all the junk on his desk is, and is not in arrears to the public. But I have found that individual to be a rare bird. And I have found that most men whose desks and offices are in a flurry are in arrears to the public. And further, every time they want to

have a square inch of desk space to work on, they shove the mess aside, and end up in a bigger one.

*(Editor's Note: We once knew a managing editor of a small daily who managed to keep the junk of years and work too. He solved this very simply. When he had filled one roll-top desk to capacity, he moved in another, placed it at right angles to the first and went on from there. The old desk served as a one man library within easy reach. Presumably this could have been carried on until he was surrounded by desks.)*

**T**HE sad part of all this is that it really takes little work to keep right up with the stream of items crossing the desk and seeking the files, once things are in order. In some editorial offices, though, it will take more than one rainy day to make real headway into the material strewn about.

Sure a lot of news staffs—probably most news staffs, big and little—are short-handed. And the editor, or pub-

**Robert J. Bailyn is a young newspaperman just released from the Army. He was formerly telegraph editor of the Fostoria (Ohio) Review-Times.**



lisher, or whoever is boss, might raise Cain if one of his men started taking too much time out to answer minor inquiries.

Only the boss doesn't realize that the goodwill his efficient business office has brought can be badly damaged in the news room. And that further, there are quite a number of people whose dealings are pretty much with the editorial office only. He might change his mind if he did.

A man who writes a letter to the editor feels pretty good about getting an acknowledgment even if his views don't get into print. He feels that his time and effort were not entirely wasted. A man who asks about something feels it is his newspaper when he gets an answer, even if it is to the effect that the answer is not known.

A man who sends a picture or a document to the newspaper feels he can trust the paper when he gets them back promptly. Or when he knows that they will be kept on file and used again later so that he need not be bothered at later dates for the same material.

**T**HESE things win good public relations. They are one side of a coin of gold, and the other of which is the reporter who knows he can count on the files to give him the material he needs quickly. And the publisher whose good money is not frittered away in futile hunts that end up by having to go out and get the same material a second and third time.

Maybe the desired practice can be instilled by calling the room where the news is handled the "editorial office" instead of the "news" or "city room." For surely the editorial office has as much to do with the business of newspapering as the business or circulation offices. The public has as much right to expect efficiency from one as from the others. And they equally affect the company's or publisher's pocketbook.

How much happier the example at the beginning of this article would have been for all concerned if the city editor could have called back a few minutes later and said, "Yes, we have that picture!"

## Journalists to Lawmakers

[Continued from page 6]

government departments, they interview Cabinet members, bureau chiefs and other government big-wigs, and their days are taken up with news which is "hot."

One particular wire service man has to cover five states in the Midwest. Just telephoning the members of Congress from that area would consume most of his working day. In addition he must run down information for editors with special queries, and check departments which most usually are concerned with problems of the area he handles. And these wire service men have come to depend on the newsmen in the Congressional offices to send them special stories.

For the most part, the stories mailed directly to the local press are concerned with background information on legislation, a report of a loan or grant from a federal agency, or some other activity of special local interest. In addition, much of the information handled directly from the Congressional office is for the weekly papers which do not have wire services.

I believe there are special professional benefits for a newsmen taking such a job. It gives him an insight into the work of a Congressional office. He observes the operation of the executive agencies of government and his whole background in government, in news reporting and public relations is widened. For the ambitious, it offers a stepping stone.

Years of experience are not necessarily a prerequisite for the job. Newly graduated journalism students may find chances to step into Congressional offices. Other than the actual reporting to be done, there are many uses to which the inquiring mind of a journalist can be put—for research, for answering inquiries from constituents, and the many other assignments.

**T**HERE are special ways in which a newsmen can handle the publicity and public relations work in a Congressional office. Those most frequently employed are:

**Newsletters**—Nearly every member of Congress sends out a newsletter, a letter to his constituents or an information bulletin. These take many forms but their main purpose is to bring background information on the legislator's views and votes.

Some members write out a page long letter which is sent to a special list of friends and constituents. Others make the newsletter in the form of a

column, with three or more special items which are of interest to people in the state or district. Some members mail thousands of such letters to constituents at one time. Others limit the newsletter to the weekly and daily papers.

**News Stories**—For some of the members, a weekly news release is a "must." These may be in lieu of or in addition to the newsletter. Finding material which has not been reported in the press, which will be of interest three to seven days later, and in which the member of Congress can figure, often presents a real challenge. It is fortunately true that the comments of a legislator are usually of interest to the voters at home, at least.

**Radio and Television**—For the past eighteen years, Mr. and Mrs. Bob Coar have been in charge of the Capitol radio room where Congressmen make radio recordings to be mailed to radio stations back in their home states. About 250 members use this service and send out records or tape recordings which are used as public service programs by the stations. This is a very helpful device for the member but it presents a real challenge to the newsmen who helps prepare the material.

The broadcast must not be political in nature, although the member can explain why he feels certain legislation will be of special benefit to his constituents or why it may be detrimental.

It is easily recognized that personal opinion will not long sustain a program of this type, so a variety of ways to keep it interesting have to be used. A forum discussion, interviews with well-known constituents, questions and answers with cabinet officers or other members who are in the news are frequently used to make the program interesting and still keep it a public service information broadcast.

Television has been added to the field of information outlets and legislators now appear before cameras to send their messages back home. There are naturally more difficulties tied into making up programs for television than for radio. Know-how in that field will give journalists a special entree into Congressional offices as this medium becomes more generally used on Capitol Hill.

**Other Special Columns**—For the newsmen who wants to promote a special column, there are opportunities coming from his work in the legislative offices. Trade journals, labor papers, farm publications and industry newsletters will often give space regularly for a guest column by a Congressman, especially if there is some direct connection between the two either by reason of geography or legislative interest. Needless to say, such an arrangement is mutually beneficial.

Journalists, both professional and students, could well consider the possibility of a short cut to Washington correspondence by trying for a spot in the office of his senator or representative.

## There's Always Room for A Readable Formula

[Continued from page 5]

I sold the idea to the members of the Officers Advanced Class No. 4 of the Provost Marshal General's School, and signed them up as initial members of the Military Police Association, for an interim fee of \$2 each. (Later set as the annual membership fee.) That was on April 26, 1951.

They agreed that new organization should be open to everyone, officer, enlisted, civilian, male and female (we have women in the corps) and personnel interested in police and crime prevention work in all of the services. With this small group of thirty-four as a stepping stone, we secured the final concurrence of

Major General E. P. Parker, the Provost Marshal General, who has since backed the MPA and the *MP Journal* to the limit.

In August 1951, I put out a single mimeographed sheet titled *The Military Police Journal*. By September 1, we had 100 members. Now we get that many regularly in three or four days. We then issued an eight-page mimeographed paper. By the first of October, the number of subscribers had grown to 262, for a publication that was devoted strictly, then, to the philosophy, still our guiding light, that names make the news.

For November we went to offset,



had the artist make a heading to decorate page 1 and published 2,000 copies. We used half of these by the 20th of the month for subscribers and 997 for a free mailing to every Provost Marshal and MP unit for which we had an address. We devoted page one and part of page three to an explanation of our long-range plan for developing the association and its publication. We reproduced the new membership card and an application blank.

With 1,200 members in mid-November, we decided we could print the December (the fourth monthly) issue. It would take 1,500 memberships (figuring one twelfth of the annual fee for each issue and overhead) to float the project. We decided on that point on a prediction I had made of 2,000 members by December 1st and 3,000 by January 1, 1952.

On November 28, when we went to press featuring a cartoon and a cover photograph used by permission of *Collier's*, page one carried a flash message that the membership was 1,666. We purchased 3,000 copies. We are still using the original masthead art. The 3,000 copies were used up by the latter part of the month, with memberships coming in at the rate of as many as 200 a day. The year 1951 was ended with 3,405 members. The December issue was eight pages, 9 by 12 inches. For January we increased the number of pages to twelve, and ordered 5,000 copies.

For the first thirty weeks we averaged 380 new paid subscribers a week and by the first anniversary of the association, on April 26, the membership was in excess of 12,000. The goal for the first year was 12,000, a figure which was reached on the 25th of April. (It passed 13,000 a month later.) This is believed to be a record for such a publication.

**T**HE *Journal* was expanded four pages each month from the eight-pages in December (of which 25 per cent were devoted to the new constitution) to twenty-eight for May. The size will be held at twenty-eight for the time being, although it is becoming increasingly difficult to get in all the news, as copy and photographs are now flowing in from every place where American MPs, SPs, APs, and Coast Guardsmen are stationed.

We give our readers a mixture of professional and personal news in about a 25 per cent to 75 per cent ratio. Material from major commands is placed in the same relative position each month. The publication is departmentalized with unit insignia at the top of each section of one to three pages. Feature articles are placed alongside the personal news pages.

THE QUILL for July, 1952



SIR, FROM HERE ON, LET'S SHIP ALL  
MOVABLE EVIDENCE TO THE CRIME  
LAB FOR INSPECTION.

Cartoons and pictures stir interest as well as instruct readers of the *Military Police Journal* from Panama to Alaska and from England to Korea.

Bylines are used freely, especially for the men of the corps. Quotations from letters are also used throughout the publication. Everything is angled to police work. We constantly appeal to our readers for new ways of doing things. In each issue an idea is featured which can be used by other MP units.

We now have world-wide circulation. In fact more than 38 per cent of the member-subscribers are outside the continental United States. This, too, might be a record for an English language periodical published in this country. We send news of the corps and its counterparts in the other services to the battle front in Korea as well as forces in Alaska, Hawaii, Austria, France, Germany, Italy, Panama, Japan, Puerto Rico, Arabia, Turkey, England and the Philippines. Exchange is maintained with the *Royal Military Police Journal* in England.

In January we started using feature articles. We feature the bylines of top brass and enlisted personnel in police and crime prevention work of the Army, Navy, Air Force, Marines and the Coast Guard. We also feature a letter or statement from some leader,

military or civilian, in each issue.

In April we published our first advertisements. We found many who were anxious to use at least small space to reach our particular group of readers. We plan to limit advertising to a maximum of 10 per cent.

In recent months the center spread has been devoted to some one school or activity. In June we featured a reader survey. We asked the 500th, 1,000th, 1,500th, etc. member to send us his photograph and a thumbnail sketch plus his answers to questions about the material we had been using. We believe what these members say will pretty much express the sentiments of all of the members.

Many predicted the idea would not take—that the corps was too small—that a satisfactory publication could not be maintained on the \$2 yearly membership. At present, however, we have \$14,000 at 3 per cent interest (three of our advertisers are savings institutions), a working capital which is kept up by a constant flow of new memberships from all over the world. We have tailored a publication to meet the desires of our readers and they seem to like it.

## The Book Beat

By DICK FITZPATRICK

**W**HILE history told in terms of its principal characters always makes interesting reading, the story of modern American journalism told in terms of its makers is fascinating.

New York University journalism professors Kenneth Stewart and John Tebbel have served a purpose far beyond that of preparing a college journalism textbook in writing "**Makers of Modern Journalism**" (Prentice-Hall, Inc., New York, \$6.65). This 514-page book makes for an easy-to-read review of the greats of journalism.

The book starts with early editors and then discusses the Bennetts and the *Herald* and goes on through Greeley, Dana, Pulitzer, Ochs, various regional and country editors, magazine people like Curtis and Luce, and some of the better-known modern chain publishers.

The authors devote one chapter to the subject of "Washington and the Political Pundits." The authors discuss two of Washington's papers, the *Post* and the *Star*, but do not give any discussion to the others except a passing mention of the *Times Herald*.

A final chapter gives a quick review of the developments of radio news. It might have been better if the authors, in discussing the individual papers, included at that spot the discussion of the particular papers' relation to the radio and television field.

The book has an interesting ten-page semi-annotated reading bibliography, keyed to each of the chapters.

Journalism students who have this book as a text should read it with enthusiasm, and it certainly is a read-

able book even for the working newsman. It covers the field well and its style could be characterized as bright. The authors obviously were limited by space and consequently any comment on the score of thoroughness would be a matter of argument on the basis of what seems most significant in keeping with their purposes.

**F**OR the student and worker alike who is interested in the picture side of journalism, a new book "**There Is Money in Pictures**" (Funk and Wagnalls Co., New York 10, \$3.00) by Leo M. Solomon may be the answer to many problems.

Solomon, who has been in the news picture business for thirty-five years, was photo editor for Underwood and Underwood and news editor of the Sunday picture section of the New York Times as well as of World Wide Photos. He was named editor of that service when the *Associated Press* bought it twelve years ago. Solomon is now chief of the press photo unit of the International Press Service of the government's International Information Program.

Solomon's book directly attacks the problem of marketing pictures. No words are wasted in this 198-page book. The essential information is there including addresses of papers, magazines and services that buy free lance pictures.

Chapters are devoted to the subject of where to sell spot news photos, feature photos, taking pictures from the air and writing captions. He tells about selling pictures to picture services, what newspapers want, what magazines want, as well as the wants to what he calls the "little" markets—trade and class journals, house organs, window display services.

This book is highly recommended. It answers many questions. First, Solomon gives us a real insight into picture needs. This not only is good if you want to sell pictures but it certainly gives some good background to an editorial worker who wants to understand more about pictures.

Another view of news photography is given by Kip Ross in "**Press Photography for the Free Lance**," (Prentice-Hall, Inc., New York, \$1.00). Ross is now with *National Geographic Magazine* and was formerly supervising photographer for AP.

This 124-page book covers news

photography today—what makes a news picture, markets, equipment, camera and film technique, photoreportage, and other matters.

In the chapters on equipment, Ross supplies detailed lists of everything one needs. His presentation is simple and understandable.

For the person who wants to go into photography in great detail, Catherine Chamberlain's "**An Introduction to the Science of Photography**" (The Macmillan Co., New York, \$6.50) is recommended. The author is professor of physics at Wayne University.

The 292-page book opens with a history of photography and then goes in for much scientific background. For instance, it includes chapters on reflection and fraction of light, formation of images by pin-holes and lenses. It devotes five chapters to color photography.

Professor Chamberlain says that while chemistry has much to contribute to photography, "a failure to know what physics has to offer will contribute a mystifying element of uncertainty to much that is perfectly logical and capable of practical explanation."

Further evidence that photography is a science can be found in the 500-page, fifth edition of C. D. Neblette's "**Photography: Its Materials and Processes**" (D. Van Nostrand Co., Inc., New York, \$10.00). The author is head of the department of photographic technology at the Rochester Institute of Technology.

Assisted by sixteen specialists, the author says in the preface to this edition of the book, which was first issued twenty-five years ago, that "there now seems to be a growing realization of the need of an understanding of photographic technology even in the courses whose objective is essential practical picture taking."

While the book covers highly technical subjects, it is clearly written, with plenty of illustrations. For the expert, it is a fine reference book.

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THE QUILL for July, 1952

# From Quill Readers

Editor, *The Quill*:

Of all the corny bits of soft soap, guff and platitudinous propaganda I've read lately, your article on Eisenhower under the by-line of Milt Dean Hill was the worst. [May, 1952.]

Hill came down with a bad case of hero worship and provincial patriotism. He claimed Ike would be a good newspaperman's president but all the evidence he cited to back up that contention contradicted him. Please allow me to quote (necessarily out of context). These quotes will show that "luck" and personal whim played a large part in Ike's relations with the press at SHAPE, if Hill is right.

"The newsmen who get the VIP treatment around SHAPE will agree, I think, that a visit to this particular Eisenhower headquarters is something to remember." That's a silly, empty statement on the face of it but the implication is that some newsmen didn't get the VIP treatment.

"Yet, he retains his basic belief in the fundamental right of a newspaperman to ask any question he wants of a public figure." And the very next sentence was this: "Politics was taboo in Paris, for obvious reasons, at the time of my visit. Every visitor was carefully briefed about not talking politics." Ask anything you want, boys so long as it's not controversial or important.

I could go on, for Hill's article is particularly vulnerable to unfriendly analysis since he didn't have very much to say and took too many words to say it. Suffice it to say it was shallow and uncritical and in startling contrast to an editorial in the same issue, a sharp one titled "Papa Knows Best," which pointed out the necessity for keeping a reportorial eye on the bureaucrats.

If Eisenhower got in I'm afraid he would be another of those Papa Knows Best pundits and Hill probably would turn up as his press secretary. But if Hill thought he was winning votes for Ike among the skeptical readers of *QUILL*, he shot his wad in vain.

Ridgely Cummings  
Hollywood, Calif.

(Editor's Note: Neither Milt Hill nor the editor intended his article as a political argument. It was published simply as a newspaperman's view of Eisenhower's press relations.)

THE QUILL for July, 1952



From where I sit  
by Joe Marsh

## "Good Neighbor Policy"

Remember one time when I wrote a column about the old loose-stone wall that separated Easy Roberts' property from Handy Peterson's?

*That was at the time they decided they really didn't need the wall between them in the first place—so they simply stopped repairing it.*

Now I hear where a fellow, who bought the old Johnson place, wants to buy all those stones. It seems he figures a stone wall is just exactly what's needed on his property.

*From where I sit, if that fellow wants to build himself a stone wall, that's his business. But if it's not really serving any useful purpose he may sooner or later discover—just like Handy and Easy did—that he'd be just as well off without one. Even some old-fashioned walls of prejudice are disappearing—like those that would deny a person's right to a friendly glass of beer now and then. Most Americans are learning that "walls" can get in the way of the persons inside as well as the persons outside.*

Joe Marsh

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# You said it, Lud!

Just as we were about to sit down and write one of these ads to tell you what a wonderful buy you get in **EDITOR & PUBLISHER**, along comes this letter which says it for us.

**TO THE EDITOR:** It took me approximately five years to realize what a big bargain **EDITOR & PUBLISHER** is. During the course of those five years I would read it at various libraries and, every so often, I would run across some articles I wanted "for keeps." So, I had to send off for the copy. After five years of this kind of monkey-business, my thick cerebrum percolated through with the idea that it might be best to subscribe. Five dollars would not only bring me the "for keeps" articles I ran across very often, but it would also bring me the big Red Book, etc.

The Red Book alone, compared with other directories selling separately and not as part of a subscription, is worth \$15 to \$25; and, as regards the Syndicates Issue, I am not aware that there is another such directory printed anywhere **AT ANY PRICE**, and it comes along "for free" along with all the other issues. I think **E & P** is the biggest bargain there is in an inflated economy where bargains aren't as common as before. And I'm not a newspaper man. I'm a free-lance writer.

LUD LINDIN

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